

RJ REYNOLDS

TOBACCO COMPANY

COPY

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Region Operations Mgr

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September 22, 1997

RJR Account #648240
TBI CORPORATION

NOVEMBER DORAL B2G1F / PROMOTION #701647

Dear Annette:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 102 skus of B2G1F Displays (Item #533174) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
<i>Light</i>	12300-24488	<u>7</u>
<i>Light Men 100</i>	12300-24492	<u>7</u>
<i>Light 100</i>	12300-24489	<u>7</u>
<i>FF 100</i>	12300-24490	<u>3</u>

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

October 20, 1997

Ship Date to Retail:

Week of: October 27, 1997

SKU CUBE :

1.0195

SKU WT (w/o Product):

1.7300 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

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B2G1F
TBI CORPORATION

EFT \$ Amount: \$4,124.30

State Breakdown:

MA: \$2,405.84 (4 Cases Each: Light / Light Men 100 / Lt 100 / 2 Cases FF 100);

NH: \$1,718.46 (3 Cases Each: Light / Light Men 100 / Lt 100 / 1 Case FF 100)

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.

UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

PLACE INTO EACH DISPLAY:

* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)

BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100

* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.

(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;

8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$117.60 (8.4 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: H. Battle

Enclosures:

- Customer List
- Wholesaler Packing Instructions

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Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

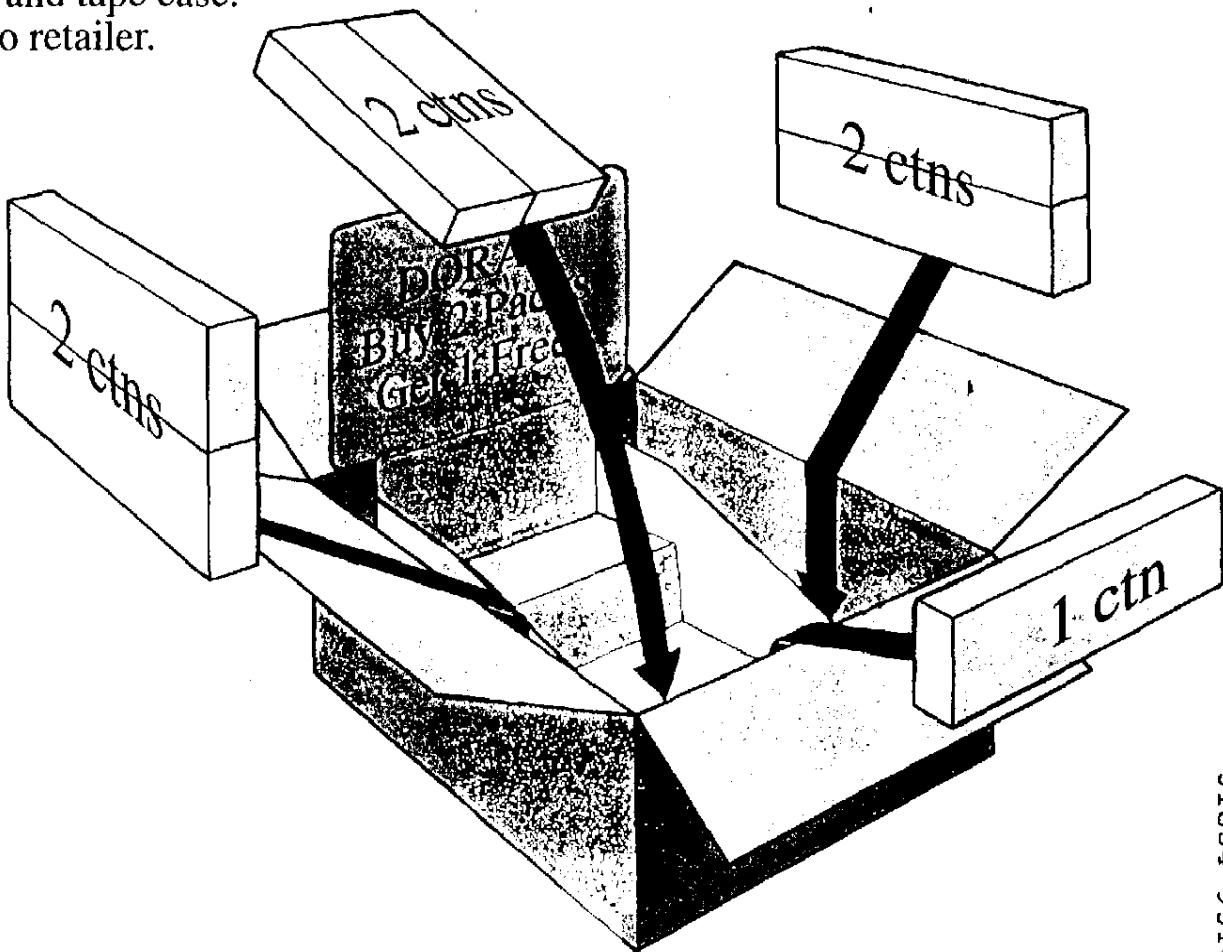
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

November-December DORAL B2G1F (Buy 2 Packs Get 1 Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



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Item: #533174

Description: DORAL November-December B2G1F Display/POS Kit

Brand Style	Light	LT MEN 100	Light 100	FF 100		
Number of Cartons	2	2	2	1		

WHOLESALE : 648240 T H I CORPORATION (DIRECT)
TEMPERATE : 701647 71100 DOOR B251E NOV
TIME: 08:55 AM
DATE: 97-09-08
SALES LEVEL : 16XXXX
ITEM ID : 0016

PAGE:		WORKPLAN VAP TEMPORAL LISTING		TEMPERATE		: 701647 71100 DOR B2G1R NOV		TIME: 08:55 AM		DATE: 97-09-08		TEMPERATE SEQ: 0016		SALES LEVEL : 16XXXX		TERR RETAIL, ACCT NAME		ADDRESS		CITY		ST ZIP		QTY TAX		CHAIN-ID SUPPLIER		ACCT PHONE #	
PAGE:		95582		15		153826 724756 GREENS CORNBR STORE RTE 162		CENTR HARRBOR		NH 03226		1		2794-0200		(603) 253-4514		916494 (603) 524-9747		912493 (603) 293-7230		901892 (603) 647-4705		912493 (603) 293-7230		900324 (603) 429-2997			
PAGE:		96		153826 738078 JACQUINA SUNOCO UNION AVE		JACQUINA		GILFORD		NH 03246		1		2794-0200		(603) 253-4514		916494 (603) 524-9747		912493 (603) 293-7230		901892 (603) 647-4705		912493 (603) 293-7230		900324 (603) 429-2997			
PAGE:		97		153826 743039 GILFORD SQUARE MKT RR 11 HOK B		GILFORD		NH 03246		1		2794-0200		(603) 253-4514		916494 (603) 524-9747		912493 (603) 293-7230		901892 (603) 647-4705		912493 (603) 293-7230		900324 (603) 429-2997					
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PAGE:		91		TOTAL ACCOUNTS		99		TOTAL QUANTITY		99		91		TOTAL QUANTITY		99		91		TOTAL QUANTITY		99		91		TOTAL QUANTITY		99	

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

11/05/97

ACCOUNT NUMBER: 648240 TBI CORPORATION
VOUCHER NUMBER: 15377527 700 E INDUSTRIAL PAR
DATE WRITTEN: 11/05/97 MANCHESTER , NH 3109
STATUS: PAID
AMOUNT PAID: 117.60 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	8.40	117.60

EXPLANATION: NOV DOR B2G1F 701647 HB

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